

ER 60-1512/a

(APR 1960)

Mr. T. S. Repplier, President
The Advertising Council, Inc.
1200 Eighteenth Street, N. W.
Washington 6, D. C.

Dear Ted:

I have your letter of 1 March and thank you very much for inviting me to the Conference dinner at the Mayflower Hotel on 15 March or to the luncheon at the Sheraton-Carlton on 16 March.

Much as I would like to join you, I have official engagements of long-standing on those two dates and, therefore, regret that I will be unable to come to the dinner or to the luncheon. I am, of course, looking forward with much interest to participating in the 16 March session of the Conference and to seeing you also at that time.

Your thoughtfulness in asking me to be with you on these two occasions is indeed appreciated.

With kindest personal regards.

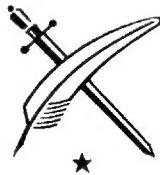
Sincerely,

Allen W. Dulles
Director

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THE ADVERTISING COUNCIL INC.

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1200 EIGHTEENTH STREET, N. W.

WASHINGTON 6, D. C.

Executive Registry
60 - 1512

March 1, 1960

Honorable Allen W. Dulles
 Director of Central Intelligence
 Central Intelligence Agency
 2430 E Street, N. W.
 Washington, D. C.

allen
 Dear Mr. Dulles:

We are delighted that you will speak at the Wednesday morning session of the sixteenth Washington Conference to be held for The Advertising Council on March 15 and 16.

We hope that you can also join us as an honor guest at the Conference dinner in the ballroom of the Mayflower Hotel on March 15.

Instead of having a single speaker at the dinner, a panel of journalists familiar with the Cuban situation, including William H. Lawrence of the New York Times as moderator, Richard Dudman of the St. Louis Post-Dispatch and Richard Bates of CBS News, will discuss the problems and possible future of that country. Mrs. Dulles will also be most welcome at the dinner.

If you cannot accept for the March 15 dinner, perhaps you can attend the luncheon at the Sheraton-Carlton on March 16, when Roscoe Drummond will interview two representatives of the Soviet viewpoint who have recently travelled extensively in America.

We hope that you can be with us at either or both occasions.

Sincerely,

Ted Repplier
 President

T. S. Repplier
 fw

P. S. Business dress will be worn at the dinner.